

3722

PTO/SB/21 (08-03)  
Approved for use through 08/30/2003. OMB 0651-0031  
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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	09/781,788	
	Filing Date	February 12, 2001	
	First Named Inventor	Larry Wolf, et al.	
	Art Unit	3722	
	Examiner Name	Unknown	
Total Number of Pages in This Submission	10	Attorney Docket Number	1000172-0003

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ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input checked="" type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
<b>Remarks</b> (1) Revocation of Power Attorney with New Power of Attorney and Change of Correspondence Address (2) Assignment of Assignor's Interest Form with documentation (6 pages)		

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**JAN 05 2004**

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	James H. Wynn
Signature	<i>James H. Wynn</i>
Date	December 16, 2003

CERTIFICATE OF TRANSMISSION/MAILING	
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.	
Typed or printed name	James H. Wynn
Signature	<i>James H. Wynn</i>
Date	12/16/03

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PTO/SB/82 (09-03)

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**REVOCATION OF POWER OF  
ATTORNEY WITH  
NEW POWER OF ATTORNEY  
AND  
CHANGE OF CORRESPONDENCE ADDRESS**

Application Number	09/781,788
Filing Date	February 12, 2001
First Named Inventor	Larry Wolf, et al.
Art Unit	3722
Examiner Name	Unknown
Attorney Docket Number	1000172-0003

*Danuega Luis*  
#8  
2.23.04

I hereby revoke all previous powers of attorney given in the above-identified application.

☒ A Power of Attorney is submitted herewith.

OR

☐ I hereby appoint the practitioners associated with the Customer Number:**RECEIVED**

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☒ Please change the correspondence address for the above-identified application to:☐ The address associated with  
Customer Number:

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JAN 15 2004

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OR

<input checked="" type="checkbox"/> Firm or Individual Name	James H. Wynn				
Address	Lord, Bissell & Brook LLP				
Address	300 South Grand Avenue, 8th Floor				
City	Los Angeles	State	CA	Zip	90071
Country	U.S.A.				
Telephone	(213) 687-6769	Fax	(213) 485-1200		

I am the:

☐ Applicant/Inventor.☒ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)**SIGNATURE of Applicant or Assignee of Record**

Name	Larry Wolf		
Signature	<i>[Signature]</i>		
Date	12-11-03	Telephone	(805) 639-0006

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☐ \*Total of \_\_\_\_\_ forms are submitted.

This collection of information is required by 37 CFR 1.36. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**POWER OF ATTORNEY  
and  
CORRESPONDENCE ADDRESS  
INDICATION FORM**

Application Number	09/781,788
Filing Date	February 12, 2001
First Named Inventor	Larry Wolf, et al.
Title	Advertising Method and System
Art Unit	3722
Examiner Name	Unknown
Attorney Docket Number	1000172-0003

I hereby appoint:

☐ Practitioners associated with the Customer Number:

OR

☒ Practitioner(s) named below:

TECHNOLOGY CENTER R3700

Name	Registration Number
James H. Wynn	45,545
Roberta L. Hastreiter	32,990
Scott Feder	33,129
Keith Parr	33,322

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please recognize or change the correspondence address for the above-identified application to:

☐ The address associated with the above-mentioned Customer Number:

OR

☐ The address associated with Customer Number:

OR

<input checked="" type="checkbox"/> Firm or Individual Name	James H. Wynn				
Address	Lord, Bissell & Brook LLP				
Address	300 South Grand Avenue, 8th Floor				
City	Los Angeles	State	CA	Zip	90071
Country	USA				
Telephone	(213) 687-6769	Fax	(213) 485-1200		

I am the:

☐ Applicant/Inventor.

☒ Assignee of record of the entire interest. See 37 CFR 3.71.  
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)

**SIGNATURE of Applicant or Assignee of Record**

Name	Larry Wolf, Co-CEO Adchek, Inc.		
Signature			
Date	12-11-03	Telephone	(805) 639-0006

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below\*.

☐ \*Total of \_\_\_\_\_ forms are submitted.

This collection of information is required by 37 CFR 1.31 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Larry Wolf and Todd White

Application No./Patent No.: 09/781,788 Filed/Issue Date: February 12, 2001

Entitled: Advertising Method and System

Adchek, Inc., a corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
The extent (by percentage) of its ownership interest is \_\_\_\_\_ %  
in the patent application/patent identified above by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

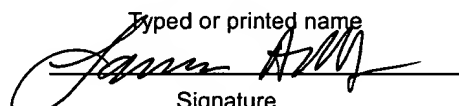
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☐ Additional documents in the chain of title are listed on a supplemental sheet.

☒ Copies of assignments or other documents in the chain of title are attached.  
[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

\_\_\_\_\_  
Date  
(805) 639-0006  
Telephone number

Larry Wolf  
Typed or printed name  
  
Signature  
Co-CEO  
Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Patent and Trademark Office  
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Washington, D.C. 20231

AUGUST 04, 2001

ARTER & HADDEN LLP  
MICHAEL A. JAFFE, ESQ.  
1100 HUNTINGTON BUILDING  
925 EUCLID AVENUE  
CLEVELAND, OH 44115

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\*101725220A\*

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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 05/14/2001

REEL/FRAME: 011811/0179  
NUMBER OF PAGES: 5

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:  
WOLF, LARRY

DOC DATE: 02/21/2001

ASSIGNOR:  
WHITE, TODD

DOC DATE: 02/21/2001

ASSIGNEE:  
ADCHEK, INC.  
2225 SPERRY AVENUE  
SUITE 1050  
VENTURA, CALIFORNIA 93003

SERIAL NUMBER: 09781788  
PATENT NUMBER:

FILING DATE: 02/12/2001  
ISSUE DATE:

KIMBERLY WHITE, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

DEC 3 2001  
GROUP 3000

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AUG 13 2001

ARTER & HADDEN

MAY 14 2001

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Expires 06/30/99  
OMB 0651-0027

05-22-2001



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RECORDATION FORM COVER SHEET

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Frame #

Conveyance Type



Assignment



Security Agreement



License



Change of Name



Merger



Other

U.S. Government

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Departmental File



Secret File

Conveying Party(ies)



Mark if additional names of conveying parties attached

Name (line 1) Larry Wolf

Execution Date  
Month Day Year

02/21/2001

Name (line 2)

Execution Date  
Month Day Year

02/21/2001

Second Party

Name (line 1) Todd White

Name (line 2)

Receiving Party



Mark if additional names of receiving parties attached

Name (line 1) AdChek, Inc.

Name (line 2)



If document to be recorded  
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receiving party is not  
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separate document from  
Assignment.)

Address (line 1) 2225 Sperry Avenue

Address (line 2) Suite 1050

Address (line 3) Ventura

California

93003

City

State/Country

Zip Code

Domestic Representative Name and Address

Enter for the first Receiving Party only.

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Address (line 1)

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05/16/2001 BNGUYEN 00000079 09/81/88

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Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**Correspondent Name and Address**

Area Code and Telephone Number (216) 696-3394

Name Michael A. Jaffe, Esq.

Address (line 1) Arter & Hadden LLP

Address (line 2) 1100 Huntington Building

Address (line 3) 925 Euclid Avenue

Address (line 4) Cleveland, Ohio 44115

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

4

**Application Number(s) or Patent Number(s)**

☐

Mark if additional numbers attached

Enter either the Patent Application Number or the Patent Number (DO NOT ENTER BOTH numbers for the same property).

**Patent Application Number(s)**

09/781,788

**Patent Number(s)**

If this document is being filed together with a new Patent Application, enter the date the patent application was signed by the first named executing inventor.

Month Day Year

**Patent Cooperation Treaty (PCT)**

Enter PCT application number  
only if a U.S. Application Number  
has not been assigned.

PCT

PCT

PCT

PCT

PCT

PCT

**Number of Properties**

Enter the total number of properties involved.

#

1

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41): \$

40.00

Method of Payment:  
Deposit Account

Enclosed ☒

Deposit Account ☐

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

☒

No

☐

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Michael A. Jaffe, Reg. #36,326

Signature

May 11, 2001

Date

Name of Person Signing

Atty Docket: 72890/10396

**ASSIGNMENT**

In consideration of the payment by ASSIGNEE to ASSIGNOR(S) of the sum of Ten Dollars (\$10.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:        Name:     Larry Wolf  
                     Address:   681 Delphinium Place  
                                     Oxnard, California 93030  
                     County:   Ventura

ASSIGNOR:        Name:     Todd White  
                     Address:   301 Peach Avenue  
                                     Ventura, California 93004  
                     County:   Ventura

hereby sell, assign and transfer to

ASSIGNEE:        Name:     AdChek, Inc.  
                                     Principal Place  
                                     Of Business: 2225 Sperry Avenue, Suite 1050  
   Ventura, California 93003  
                                     State of  
                                     Incorporation: California

and the successors, assigns and legal representatives of the ASSIGNEE the entire right, title and interest for the United States and its territorial possessions, and in all foreign countries, including all rights to claim priority in and to any and all improvements which are disclosed in the invention entitled:



and which is found in (37 C.F.R. § 3.21)

X U.S. patent application executed on the 22 day of February, 2001

X U.S. patent application executed on the 21 day of February, 2001

To comply with 37 C.F.R. § 3.21 for recordal of this assignment, we, as ASSIGNOR(S) signing below, hereby authorize and request our attorney to insert below the filing date and application number when they become known.

U.S. application No. \_\_\_\_\_, filed on \_\_\_\_\_

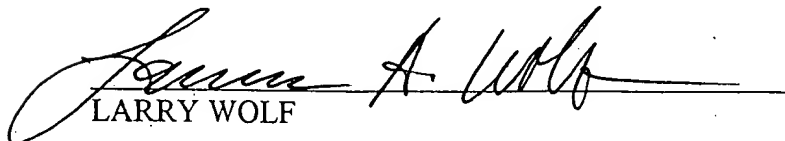
and any legal equivalent thereof in a foreign country, including the right to claim priority and, in and to, all Letters Patent to be obtained for such invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent, any reissue or re-examination thereof.

ASSIGNOR(S) hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

ASSIGNOR(S) further covenant that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR(S) and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

Signed at VENTURA, CALIFORNIA on this  
(City) (State)

21<sup>ST</sup> day of FEBRUARY, 2001.  
(day) (Month)

  
LARRY WOLF

STATE OF )  
COUNTY OF ) :SS

Personally appeared before me this day, the above named LARRY WOLF to me personally known, who acknowledged that he signed the foregoing instrument for the uses and purposes therein mentioned, and that the same is his free act and deed.

In testimony whereof, I have hereunto set my hand and affixed my seal, this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Notary Public

(Seal)

Signed at VENTURA, CALIFORNIA on this \_\_\_\_\_  
(City) (State)

21<sup>ST</sup> day of FEBRUARY, 2001.  
(day) (Month)

Todd White  
TODD WHITE

STATE OF \_\_\_\_\_ )  
COUNTY OF \_\_\_\_\_ ) :SS

Personally appeared before me this day, the above named Todd White to me personally known, who acknowledged that he signed the foregoing instrument for the uses and purposes therein mentioned, and that the same is his free act and deed.

In testimony whereof, I have hereunto set my hand and affixed my seal, this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
Notary Public

(Seal)